



**the classroom  
is not always a room!**

**County of San Diego Department of Parks and Recreation  
Discovery Education Sponsorship Program**



# the beginning of exploration

Since the early 1990's, San Diego County students have taken part in a memorable learning experience with the Discovery Classroom in the Park. Located throughout San Diego County, students and teachers are immersed in nature related activities to learn first-hand about the science and history of nature.



The Discovery Program is currently offered at Louis Stelzer County Park, Dos Picos County Park, and Lindo Lake County Park with hopes of expanding the program to parks that span the entire County.

The program has assisted hundreds of educators and their students explore the wealth of nature in their own backyards.

Each Discovery Kit is customized to fit the special characteristics of the park. Currently, Park Rangers provide these programs, but there is no dedicated funding for park visits.



**Fact: A 2007 research study conducted by the American Institute for Research found that children who attend outdoor school have increased their science scores by 27%, and substantial growth in self-esteem, conflict resolution, relationship with peers, problem solving, and motivation to learn.**

# becoming lifelong learners of the natural world



Each week throughout the school year, students from different elementary schools, and often diverse backgrounds, come together for a shared experience in an environment that fosters respect for self and others and promotes the importance of the unique environmental resources available at each park.

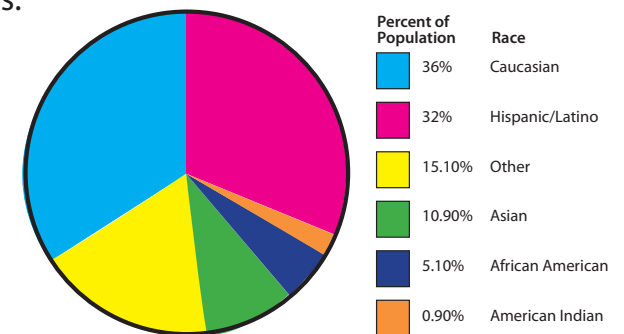
Through the use of science inquiry, hands-on learning, and guided instruction, students participating in the outdoor Discovery Kit Program learn about ecological concepts and share moments of discovery in the outdoors, many for the first time.

The Discovery program includes pre-field trip teacher training and Park Ranger classroom visits, class field trips to the park, and post field trip activities for classroom and home use.

All curriculums are correlated with the California Science Framework Standards, grades K-6, and focuses on topic such as:

- Photosynthesis
- Forest Ecology
- The Westward Movement
- Geology
- Birding Basics
- Native American History

...and much, much more



\*Obtained from the 2010 San Diego County Census Bureau

**Fact: In 2011, the Discovery program served more than 8,000 students. More than 50% of those children were on the Government Free and Reduced Meal Program, a key indicator of poverty level.**





# future goals



- The first goal is to increase outreach to low income schools near current park sites and encourage kids to visit parks near their home, therefore adding at least two new parks per year to expand the program across the entire County.
- The second goal is to add park locations based on underserved communities and districts.
- The third goal is to train additional staff to expand the program delivery.
- The fourth goal is to seek additional funding resources to help supplement program costs.

# environmental health is human health

There are a lot of ways to correlate environmental health with human health. The Discovery Program provides the County of San Diego Department of Parks and Recreation with an opportunity to teach kids that one cannot thrive without the other.

The Childhood Obesity Initiative is embarking on a new regional health promotion campaign called, **"5-2-1-0 Every Day."**

## **5-2-1-0 promotes that each child should:**

- Eat **5** or more servings of fruits and vegetables per day
- Keep television or computer screen time down to **2** hours a day
- Attempt to get at least **1** hour of outdoor physical activity per day
- Drink **0** sugary drinks, and supplement with milk or water instead.

This message can be easily incorporated into the Discovery Program curriculum to help teach children the importance of physical activity, and the correlation to ecology in the park.

## **Examples of incorporation include:**

- When talking about photosynthesis, the discussion of explaining how food is grown and formed from sunlight is a crucial part to health not only for plants and food, but also for people.
- The lesson on forest ecology can include how water is just as important to the plants and trees as it is to humans, and relate droughts as an example of dehydration.

The possibilities of linking **5-2-1-0** topics to the Discovery Program are endless. Won't you join us in this important program to improve the lives of children in San Diego County?





# sponsorship projects

**Fact: In 2011, the Louis Stelzer County Park Ranger visited 23 different schools within 11 school districts. The Discovery Kit Program serves the entire region, which has a total of 42 districts.**

Due to the challenging economy and extensive budget cuts in education at the state level, school districts find it difficult to provide anything beyond the basics to students.

The San Diego County Department of Parks and Recreation is seeking corporate sponsorships to help meet the critical need of providing students with hands-on science and real world learning experiences in the outdoors.

The thoughtfully developed sponsorships include unique, one-of-a-kind branding and marketing opportunities, which can be customized to fit your company's objectives and brand.

Sponsorships will be available for a 2-year period, and then offered annually thereafter.

With your help, the County of San Diego Department of Parks and Recreation Discovery Kit program will be more accessible to students in a wider range of geographic regions which will help sustainability, a healthy environment, and a healthy body and mind for years to come.



# torrey pine title sponsorship

**\$50,000 - 1 available**

Hundreds of classrooms throughout San Diego County are not able to participate in the Discovery Program outside the classroom because of financial hardship. This two-year sponsorship will offset transportation fees to bring classrooms to the park, and provide opportunities for students to experience education in the outdoors, and teach children about the enjoyment of outdoor surroundings at parks relevant to their community!



## Sponsor Benefits Include:

- Company logo displayed on Student Journal Booklets distributed to all participating students (approximately 32,000 students over two-years).
- Company logo and honorable recognition on the Discovery Kit Program vehicle wrap.
- A full page, print advertisement promoting your environmental message in the Department's quarterly program guide, which is distributed county-wide to approximately 24,000 households. The ad will run three times a year.
- A four-time placement in the Department's monthly email blast to 30,000 followers promoting your environmental message with active links to your website.
- Honorable recognition at the Department's Annual Awards Ceremony (200 pax) honoring your company as an environmental steward. This recognition will provide the opportunity to give a short presentation on your environmental message and company offerings, and interact with public officials and park staff.
- Honorable recognition in the Department's Annual Report.
- Opportunity to select an underserved school to attend the Discovery Program.
- Employee engagement with one class by participating in the Discovery Program curriculum (Up to 5 people).
- Company logo and branding incorporated in the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the Torrey Pine Corporate Leader in promoting outdoor education to children across San Diego County.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.



# engelmann oak sponsorship

**\$25,000 - 2 available**

The Engelmann Oak Sponsorship for \$25,000 will aid in taking the program from the outdoors into the classroom. Park staff will present the Discovery curriculum in the classroom in preparation for the class field trip to their neighborhood park. Classroom time will incorporate teacher trainings on the topics and allow park staff to interact with the children to build excitement for their upcoming park outing.



## Sponsor Benefits Include:

- Two, half page print advertisements promoting your environmental message in the Department's quarterly program guide which is distributed county wide three times a year to approximately 24,000 households. Sponsors can choose to either advertise in the fall, winter/spring, or summer edition of the program guide.
- A two-time placement in the Department's monthly email blast to 30,000 followers promoting your environmental message with active links to your website.
- Opportunity to select an underserved school to attend the Discovery Program.
- Honorable recognition in the Department's Annual Report.
- Company logo and branding incorporated in the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the Engelmann Oak Corporate Leader promoting outdoor education to children across San Diego County.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.



The California Sycamore Sponsorship for \$10,000 will help offset costs for the Discovery Kit materials and ensure the program stays current with the California Science Framework Standards. The sponsorship will also assist classrooms with field trip costs.

### **Sponsor Benefits Include:**

- Sponsors an average of 400 students to attend the program as designated by the County.
- Opportunity to select an underserved school to attend the Discovery Program.
- One half page print advertisement promoting your environmental message in the Department's quarterly program guide which is distributed county wide to approximately 24,000 households. Sponsors can choose to either advertise in the fall, winter/spring, or summer edition of the program guide.
- Honorable recognition in the Department's Annual Report.
- Company logo and branding incorporated into the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the California Sycamore Leader promoting outdoor education to children across San Diego County.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.

# california sycamore sponsorship

**\$10,000 - 2 available**



# western cottonwood sponsorship

**\$5,000 - 6 available**

The Western Cottonwood Sponsorship will help fund the Discovery Kit materials and supplies to ensure the program stays current with the California Science Framework Standards, and will off set costs to allow students to attend a classroom in the park.

## **Sponsor Benefits Include:**

- Sponsors an average of 200 students to attend the program as designated by the County.
- One Discovery Kit named after your company. Kits available include:
  - o Birding Basics Kit
  - o Native American History Kit
  - o Forest Ecology Kit
  - o Geology Kit
  - o The Westward Movement Kit
  - o The Aquatic Adventures Kit.
- Company logo and branding incorporated into the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the Western Cottonwood Leader promoting outdoor education to children across San Diego County.
- Opportunity to select an underserved school to attend the Discovery Kit Program.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.





# willow sponsorship

**\$3,000 - 6 available**

The Willow Sponsorship will help fund an average of 120 students to attend a classroom in the park, and will subsidize other costs such as transportation, kit materials, and staff time.

## **Sponsor Benefits Include:**

- Sponsors an average of 120 school students to attend the program in a County Park as designated by the County.
- Opportunity to select an underserved school to participate in the Discovery Program.
- Company logo and branding incorporated into the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the Willow Corporate Leader promoting outdoor education to children across San Diego County.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.



# white alder sponsorship

**\$1,000 - non-exclusive**



The White Alder Sponsorship will help fund an average of 40 students to attend a classroom in the park, and will subsidize other costs such as transportation, kit materials, and staff time.

## **Sponsor Benefits Include:**

- Sponsors an average 40 school students to attend the program in a County Park as designated by the County.
- Opportunity to select an underserved school to participate in the Discovery Program.
- Company logo and branding incorporated into the website, [www.discoverykits.org](http://www.discoverykits.org) naming your sponsor as the White Alder Corporate Leader promoting outdoor education to children across San Diego County.
- Recognition through ongoing public relations efforts announcing your company's corporate sponsorship, involvement throughout the program's development stages, and community events.
- Honorable mention on the Department's social media outlets including Facebook and Twitter.



# customize your participation



**If the presented sponsorships exceed your budget, please let us know.  
We are open to exploring creative ways to work with the business community  
to bring the Discovery Program to life in San Diego County.**

**on behalf of the County of San Diego  
Department of Parks and Recreation. . .**



**thank you!**



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**Parks  
Make  
Life  
Better!**